

# the Showman

NEWS - IDEAS - PROMOTIONS - MERCHANDISING



## SELL!

Guest speaker at the annual luncheon of the Motion Picture Theatres Association of Ontario at the King Edward Hotel in Toronto on Monday November 27th, was MR. WALTER RAWCLIFFE, Sales Promotion Manager, catalogue division, T. EATON COMPANY OF CANADA. His subject was "SELL".

The speaker stressed the relationship between selling department store merchandise and theatre tickets and his talk made a tremendous impression on the Ontario theatremen.

Mr. Fitzgibbons felt that the talk would benefit all our showmen. We secured Mr. Rawcliffe's kind permission to reproduce his talk and here it is -- exactly as given before the Motion Picture Theatres Association of Ontario. We suggest that you file it for future reference after you have read it.

GET IN THE XMAS SPIRIT.  
SEE WHITE CHRISTMAS  
IN TECHNICOLOR.

MR. CHAIRMAN...DISTINGUISHED GUESTS...LADIES AND GENTLEMEN OF THE  
MOTION PICTURE INDUSTRY.

WHAT IS THE WORLD'S BIGGEST IDEA....

EXPRESSED IN THE WORLD'S SHORTEST WORD.....THE ANSWER IS SIMPLE.

"S E L L"

THIS ONE WORD IS THE STIMULANT.....

THAT REVIVES DYING BUSINESS.....

IT IS THE GREAT KEY TO PROSPERITY....

AND A HIGHER STANDARD OF LIVING FOR ALL THE PEOPLE.

A FEW WEEKS AGO I TALKED TO A MAN WHO HAS SPENT SOME YEARS IN THE  
MOTION PICTURE THEATRE BUSINESS. I ASKED HIM THIS QUESTION...WHAT  
IS THE BIG PROBLEM IN THE THEATRE BUSINESS TODAY? HE REPLIED "TOO  
MANY EMPTY SEATS."

TODAY I WANT TO TALK TO YOU IN THIS SHORT TIME TOGETHER ON THIS  
SUBJECT.....

"HOW TO PUT SHOWMANSHIP INTO OUR  
SALESMANSHIP AND MAKE THE BOX OFFICE  
TICK IN THESE CHANGING TIMES."

WHEN I RECEIVED YOUR INVITATION TO TALK TO A GROUP OF PEOPLE WHO  
HAVE ALWAYS BEEN FAMOUS FOR THEIR GREAT SHOWMANSHIP I HAD SOME  
MISGIVINGS...I THOUGHT...WHAT CAN A MAN IN THE RETAIL MERCHANDISING  
FIELD HAVE TO SAY THAT WILL BE OF INTEREST TO SUCH AN EXPERIENCED  
GROUP OF PEOPLE IN SHOW BUSINESS.

HOWEVER...AFTER SOME REFLECTION I DECIDED THAT WE DO HAVE MUCH IN  
COMMON...THAT WE BOTH HAVE PRODUCTS TO SELL AND ONLY IF WE PLEASE  
THE CUSTOMER CAN OUR RESPECTIVE BOX OFFICE TICK.



THE RETAILER BUYS PRODUCTS....BUILDS EVER IMPROVING STORES TO DISPLAY THE MERCHANDISE....AND USES ALL THE SHOWMANSHIP....SALESMANSHIP.... AND PERSUASION AT HIS COMMAND TO SELL THE BENEFITS OF HIS PRODUCTS TO THE CUSTOMER....

THE MOTION PICTURE INDUSTRY CREATES AND PRODUCES AT GREAT EXPENSE OF TALENT, TIME AND MONEY A PRODUCT WHICH WILL GIVE THE PEOPLE PLEASURE ....ENTERTAINMENT....AND RELAXATION.

YOU....THE EXECUTIVES....THEATRE MANAGERS....AND SALESMEN HAVE TO SELL THIS PRODUCT WITH ALL THE SHOWMANSHIP AND SALESMANSHIP YOU CAN DEVELOP.....

AT THIS POINT I WAS CONVINCED THAT OUR RESPECTIVE INDUSTRY DO HAVE MUCH IN COMMON....THAT WE BOTH FACE THE SAME SERIOUS CHALLENGE OF CHANGING TIMES IN THIS MOST COMPETITIVE PERIOD.

LOOKING FOR FURTHER INSPIRATION I READ AGAIN THE SPEECH MADE SOME TIME AGO AT HARVARD UNIVERSITY BY THE HEAD OF A LARGE AMERICAN CHAIN OF DEPARTMENT STORES. THIS TALK WAS ENTITLED.....

"MERCHANDISING....IS IT AN ART....OR A SCIENCE?"

THE THEME EMPHASIZED THE NEED IN ALL BUSINESS TODAY FOR ALL THE SCIENTIFIC APPROACH....ACCOUNTING SYSTEMS....AND EFFICIENT OPERATION WE CAN DEVISE.....

ONE OF THE MOST IMPORTANT THINGS IN MODERN MERCHANDISING IS TO PLEASE THE CUSTOMER. THE CUSTOMER IS THE SOVEREIGN AND THE CUSTOMER IS A HUMAN LIVING PERSON WHO WILL BUY ONLY FOR THE BENEFITS THEY WILL RECEIVE.

THE THEME THAT SALESMANSHIP IS AN ART, THAT CUSTOMERS WILL RESPOND TO EMOTIONAL APPEALS CALLING FOR GREAT IMAGINATION AND THE HIGHEST ART OF DRAMATIC SHOWMANSHIP. THE CUSTOMER HOLDS FORTH GREAT REWARDS FOR THOSE WHO PLEASE HER MOST. I READ AGAIN THESE WORDS "I HAVE

ALWAYS FELT THAT NO TWO INDUSTRIES HAVE SO MUCH IN COMMON AS DEPT. STORES AND THE MOTION PICTURE THEATRE INDUSTRY. MY ASSOCIATION WITH THE MOVIE INDUSTRY IN RECENT YEARS HAS FURTHER CONFIRMED THIS CONVICTION. THE LATE BUDDY ADLER WHO RAN TWENTIETH CENTURY-FOX STUDIOS BUT GREW UP IN THE CLOTHING BUSINESS AGREED WITH ME....SMALL TALK OFTEN CONVEYS GREAT TRUTHS....THIS SIMILARITY OF THESE TWO INDUSTRIES DEPARTMENT STORES AND MOTION PICTURES IS ILLUSTRATED BY SUCH TALK. A RETAILING STORY I HAVE ALWAYS LIKED OUTLINES THE CAREER OF A FARM BOY WHO CAME TO THE CITY AND STARTED WORKING FOR A GREAT DEPT. STORE. AFTER MANY YEARS HE PROGRESSED TO THE PRESIDENCY AND ENJOYED GREAT SUCCESS. THIS SUCCESS WAS FOLLOWED BY RETIREMENT, TRAVEL AND THEN HE SETTLED DOWN. WITHIN A YEAR OR TWO HIS FAMILY AND FRIENDS TOOK NOTE OF HIS STRANGE AND MOST UNREASONABLE ACTIONS AND BEHAVIOUR. THE STORY ENDS WITH HIS COMMITMENT TO A STATE MENTAL HOSPITAL.....AND THE PUNCH LINE....."TOO BAD....IF HE HAD ONLY STAYED IN RETAILING.. THEY WOULD NEVER HAVE KNOWN IT."

THE PARALLEL TO THIS STORY IS A COMMON SAYING IN THE MOVIE INDUSTRY ON THE WEST COAST TO THE EFFECT "THIS IS THE ONLY INSANE ASYLUM RUN BY THE INMATES."

BOTH OF THESE STORIES ARE OBVIOUSLY EXAGGERATIONS.

A MAGAZINE I RECEIVE EACH MONTH HAS THE DELIGHTFUL TITLE "CHANGING TIMES". ON THE EDITORIAL PAGE IS ALWAYS DISPLAYED THIS QUOTATION BY EMMERSON "THIS TIME LIKE ALL TIMES IS A VERY GOOD ONE IF WE BUT KNOW WHAT TO DO WITH IT." SO INDEED WE ALL FACE THE CHALLENGE OF CHANGING TIMES. SOME TIME AGO I WAS ASKED THIS QUESTION "WHAT DO YOU CONSIDER TO BE A NORMAL PERIOD IN MERCHANDISING AND SELLING". WHEN I REVIEWED THE QUESTION I FIND LIKE MANY OF YOU HERE TODAY THAT MY BUSINESS LIFE HAS BEEN ONE OF CONSTANT CHANGE. THE PERIOD OF 1930



TO 1937, ONE OF DEPRESSION, WHEN WE COULD ONLY SURVIVE BY THE USE OF EVERY EFFORT OF GOOD SHOWMANSHIP IN OUR SALESMANSHIP. THE WAR YEARS OF 1939 TO 1946, TIMES OF GREAT EMOTIONAL STRESS AND ABNORMAL LIVING CONDITIONS WHEN THE ONLY IMPORTANT JOB WAS TO WIN THE WAR. THESE WERE TIMES WHEN WE COULD SELL ALMOST ANYTHING WITHOUT SELLING EFFORT. THESE WERE THE DAYS WHEN SALESMANSHIP BECAME A LOST ART IN MANY INDUSTRIES.

THE SHORT SUPPLY PERIOD OF 1947 TO 1952 WHEN WE WAITED FOR PRODUCTION TO CATCH UP TO DEMAND. THIS INDEED WAS THE PERIOD THAT SPOILT THE WELL TRAINED SALESMAN AND MADE IT UNNECESSARY TO WORRY ABOUT TRAINING OUR NEW YOUNG PEOPLE WHO HAD COME INTO THE SALES PROFESSION SINCE THE WAR.

THEN IN 1953, A RETURN TO THE PERIOD OF FULL SUPPLY, EVER INCREASING COMPETITION AND THE GREAT NEED TO CHANGE AS THE CUSTOMERS HAD CHANGED. SO IT CAN BE SAID THAT EACH CYCLE FROM 1930 TO THE PRESENT HAS BEEN DIFFERENT IN EVERY WAY AND WE MUST LEARN TO LIVE WITH THESE FAST CHANGING TIMES. IN THE RETAIL INDUSTRY WE HAVE HAD TO ADJUST TO MANY THINGS.

SINCE 1930 THE GROWTH OF THE AUTOMOBILE HAS PUT THE NATION ON WHEELS. WE HAVE GOOD ROADS IN ALL PARTS OF THE COUNTRY MAKING IT POSSIBLE FOR THE PEOPLE TO MOVE EASILY IN THEIR SEARCH FOR ENTERTAINMENT AND PLEASURE AND TO FILL THEIR SHOPPING NEEDS. IN RECENT YEARS THE AUTOMOBILE HAS HELPED TO BRING INTO BEING THE SHOPPING CENTRES IN SUBURBAN AREAS....MORE MERCHANTS ARE TAKING ADVANTAGE OF THIS DEVELOPMENT....NIGHT SHOPPING HAS BEEN REVIVED AND IS BEING INTENSIFIED TO SUIT THE CHANGING HABITS OF THE CONSUMER. RECENT EVENTS HAVE SEEN THE FURTHER GROWTH IN CANADA OF THE DISCOUNT CHAIN STORES WITH FREE PARKING, LONG SHOPPING HOURS AND VARIOUS PROMOTIONAL



ACTIVITIES.

AS THE CUSTOMER HAS CHANGED SO MUST THE SALESMAN AND THE MERCHANTS CHANGE IN THEIR APPROACH TO MODERN METHODS OF BETTER DISPLAY AND PRESENTATION AND ALL FORMS OF PROMOTIONAL ACTIVITY.

THE RETAILER HAS MET THESE CHANGING TIMES BY DOING THESE THINGS.

- : IMPROVING AND REMODELLING PLANT AND EQUIPMENT
- : BUILDING NEW STORES IN SUBURBAN SHOPPING AREAS
- : SUPPLY IMPROVED PARKING FACILITIES AT GREAT EXPENSE WITH INCREASING COSTS OF UPKEEP
- : PROVIDE AIR CONDITIONING, NEW LIGHTING AND COLOUR SCHEMES.
- : NEW AND BETTER METHODS OF DISPLAY USING THE GREATEST ARTS OF SHOWMANSHIP AND SALESMANSHIP TO ATTRACT AND HOLD THE ATTENTION OF THE PEOPLE
- : OPERATING COSTS HAVE TO BE STREAMLINED IN ORDER TO MEET THE COMPETITION OF LOWER PRICES ON ALL SIDES
- : WE HAVE PROVIDED EASY CREDIT PLANS OF ALL TYPES TO APPEAL TO ALL LEVELS OF INCOME.
- : NATIONAL PROMOTIONS FROM COAST TO COAST WE HAVE DEVELOPED SUCH AS THE VERY SUCCESSFUL COMMONWEALTH PROMOTION OF 1961, THE FRENCH FESTIVAL OF 1960. SPRING, FALL, SUMMER, THE RETAILER MUST USE HIS IMAGINATION AND SHOWMANSHIP TO ATTRACT AND TO MAINTAIN THE INTEREST OF THE CUSTOMER IN EVERY SEASON OF THE YEAR.
- : MERCHANDISE HAS BEEN DESIGNED TO BRING PLEASURE, TO SAVE TIME AND WORK, TO SATISFY THE WANTS OF THE PEOPLE AT EVERY LEVEL OF INCOME.
- : THIS APPROACH IS PARTICULARLY TRUE IN THE FIELD OF CATALOGUE SELLING. THIS BUSINESS IS NOW BECOMING A PERSONALIZED WAY OF SELLING THROUGH THE USE OF BETTER SELLING AND SERVICE IN THE MANY SMALL CATALOGUE STORES SPREAD ALL ACROSS THE COUNTRY.
- : ADVERTISING BUDGETS HAVE BEEN INCREASED AND THE GREATER USE OF RADIO SPOTS, SOME LIMITED USE OF T.V. SPOTS HAVE PROVEN OF VALUE, DIRECT MAIL AND TELEPHONE CAMPAIGNS HAVE BEEN DEVELOPED AND USED WITH SUCCESS.
- : THE RETAILER HAS GONE TO SELF SERVICE IN MANY



DEPARTMENTS BUT AT THE SAME TIME HAS SPENT TIME AND EFFORT TO IMPROVE THE QUALITY OF SELLING AND SERVICE IN THE DEPARTMENTS WHICH REQUIRE PERSONALIZED SELLING.

- : SHOWMANSHIP HAS BECOME AN EVER IMPORTANT PART OF MODERN MERCHANDISING AND INDEED MOST OF THE GREAT MERCHANTS ON THIS CONTINENT HAVE BEEN AND ARE GREAT SHOWMEN.

THESE ARE SOME OF THE WAYS THE RETAILING INDUSTRY HAS MET THE CHALLENGE OF THE CHANGING TIMES. NOW, HOW DOES THIS MODERN MERCHANDISING PROGRAM APPLY TO THE MOTION PICTURE THEATRE INDUSTRY?

HOW ARE YOU CHANGING WITH THE TIMES?

YOUR INDUSTRY HAD MANY GOOD YEARS, EXCELLENT PERFORMERS, GREAT PRODUCERS, EXCELLENT PICTURES. YOU WERE SHOWING TO FULL HOUSES WITH AN EXCELLENT PROFIT RETURN FOR ALL CONCERNED.

THEN IN 1950 CAME TELEVISION. AN ERA OF HOME ENTERTAINMENT (THOUGH POOR IN QUALITY IN THE EARLY YEARS) THAT CHANGED THE HABITS OF THE PEOPLE IN THE SEARCH FOR PLEASURE AND ENTERTAINMENT.

TELEVISION WAS SUPPOSED TO BE THE NEW ENTERTAINMENT THAT WOULD PUSH MOTION PICTURES INTO SECOND PLACE BUT THE NOVELTY OF T.V. HAS GONE SOME TIME AGO. PEOPLE ARE SELECTIVE IN THEIR VIEWING, CHILDREN ARE GROWING UP WITH T.V. AS MUCH A PART OF EVERYDAY LIFE AS THE TELEPHONE AND AUTOMOBILE AND THIS GREAT AND GROWING NEW GENERATION WILL WATCH T.V. AT CERTAIN TIMES BUT THEY WILL BE ATTRACTED BY YOUR PROMOTIONAL ACTIVITY. YOU CAN DEVELOP A LARGE MARKET FROM THIS NEW GENERATION OF YOUNG PEOPLE.

TRUE COLOUR T.V. IS ONLY A FEW YEARS AWAY, MASS PRODUCTIONS WILL BRING PRICES DOWN AND COLOUR T.V. WILL BECOME A COMMON SIGHT IN THE NEAR FUTURE.

HOW ARE YOU CHANGING AS THE PLEASURE HABITS OF THE PEOPLE CHANGE? ARE YOU USING ALL THE SHOWMANSHIP IN YOUR SALESMANSHIP TO FILL THE EMPTY SEATS IN YOUR THEATRES ON THE SLOW NIGHTS. SOME OF YOUR



PICTURES TODAY ARE OUTSTANDING, SOME ARE FAIRLY GOOD, MANY OTHERS NEED GREAT PROMOTION TO PRODUCE A SATISFACTORY RETURN. HERE ARE SOME OF THE QUESTIONS IN MIND WITH REGARD TO THE MOTION PICTURE INDUSTRY.

: ARE YOU THINKING OF YOUR CUSTOMERS AND THEIR NEED FOR PLEASURE AND ENTERTAINMENT IN THIS FAST CHANGING WORLD. ARE YOU TRYING TO PLEASE THEM WITH ALL THE DRAMATIC SHOWMANSHIP AT YOUR COMMAND.

: OR ARE YOU DOING MOST THINGS THE WAY YOU DID THEM 20 YEARS AGO... PARTICULARLY AT THE EXHIBITORS LEVEL.

: DO TOO MANY OF OUR NEIGHBORHOOD AND PROVINCIAL THEATRES LACK A NEW LOOK TO FIT INTO THE CHANGING IDEAS OF YOUR EVER CHANGING CUSTOMERS.

: IS THE PUBLIC IMAGE YOU CREATE ONE OF THE 1940 PERIOD RATHER THAN A BRIGHT NEW LOOK AT THE 1960 - 1970 PERIOD.

: WHY DO SOME THEATRES PUT OUT THE LIGHTS OVER THE MARQUEE AND LOBBY ONCE THE LAST SHOW IS UNDER WAY. THIS I FIND SO HARD TO UNDERSTAND. YOU SEE A STREET OF SHOPS CLOSED FOR THE NIGHT BUT LIGHTED SIGNS OF ALL KINDS ARE DOING SILENT SELLING JOB FOR MERCHANTS.

: WHY DO SOME THEATRES HIDE THEIR PUBLICITY BECAUSE THE LAST CUSTOMERS ARE INSIDE.

DO WE COMPLAIN ABOUT EMPTY SEATS WITHOUT PUTTING FORTH ALL THE EFFORT OF SHOWMANSHIP AND SALESMANSHIP WE CAN DEVISE. HAVING SAID ALL THIS I WOULD LIKE TO TELL YOU SOME OF THE THINGS THAT MIGHT SPARK YOUR SELLING AND MAKE THE BOX OFFICE TICK. SUPPOSING I WERE A DISTRICT MANAGER RESPONSIBLE FOR SALES AND PROFIT OF A GROUP OF THEATRES OR EVEN AN OWNER-MANAGER IN A PROVINCIAL THEATRE. WHAT WOULD I CONSIDER DOING TO KEEP UP WITH THE CHANGING TIMES? THERE ARE POSSIBLY TWO PROBLEMS CONCERNED.

- (1) THE LARGE DOWNTOWN THEATRES WHICH APPEARS TO BE DOING WELL.....
- (2) THE NEIGHBORHOOD THEATRE AND THEATRES IN OUR TOWNS ACROSS THE COUNTRY.

MY SUGGESTION WILL NO DOUBT HAVE MORE APPEAL FOR THE MANY SMALLER OPERATIONS OUTLINED IN THE SECOND GROUP. SURVEY THE MARKET, DECIDE IF THE MOTION PICTURE THEATRE CAN AFFORD TO STAND ALONE AS IN THE PAST OR SHOULD THE M.P.T. BECOME THE CENTRAL ATTRACTION IN AN ENTERTAINMENT CENTRE.

WHAT KIND OF ENTERTAINMENT CENTRE. YOU KNOW OF COURSE THAT THE BOWLING ALLEY BUSINESS IS BOOMING IN ALL PARTS OF THE COUNTRY AND HAS APPEAL FOR ALL AGE GROUPS. WHAT ABOUT A MODERN MERGER OF THE MOTION PICTURE THEATRE AND A BOWLING ALLEY BUSINESS PLUS AN



ATTRACTIVE BUT REASONABLY PRICED RESTAURANT ALSO A NURSERY WHERE FAMILIES CAN LEAVE THEIR CHILDREN FOR AWHILE. THIS HAS BEEN A POPULAR FEATURE OF MANY DRIVE-IN THEATRES. THIS CENTRE MUST HAVE EXCELLENT PARKING FACILITIES.

CONSIDER BUILDING INTO THIS CENTRE A SUITABLE CLUB ROOM TO BE USED BY YOUR LOCAL MERCHANTS FOR FASHION SHOWS - SPRING AND FALL - SPECIAL EVENTS FOR SERVICE CLUBS EVEN TO BE USED FOR SHOWING OF OLDER MOVIES AT SPECIAL FAMILY RATES.

IS IT POSSIBLE SUCH A CENTRE OF ENTERTAINMENT WILL FIT INTO A MODERN CONCEPT RATHER THAN THE OLD AND SOMETIMES DRAB IMAGE OF MANY OF OUR PRESENT THEATRES IN SMALLER CITIES. I MIGHT SAY THAT SOME OF THESE SMALL TOWN THEATRES LOOK AS THOUGH THE ONLY CHANGE IN 20 YEARS HAS BEEN A COAT OF PAINT VERY THINLY APPLIED.

HOW THEN TO BUILD SUCH AN ENTERTAINMENT CENTRE. WE COULD CONSIDER SELLING OFF THE LOCATIONS ON BUSY MAIN STREETS; IF NECESSARY, TAKE IN FINANCIAL INTERESTS WHO WILL DEVELOP THE OTHER ATTRACTIONS OF THE CENTRE. BUILD PERMANENT SHOW WINDOWS FOR MERCHANDISE DISPLAYS INTO YOUR LOBBY AND CORRIDORS. LOCAL MERCHANTS SHOULD BE INTERESTED IN RENTING SPACE WHICH RECEIVES NIGHTLY EXPOSURE. KEEP THE PUBLIC INTEREST IN YOUR CENTRE ALIVE WITH FASHION SHOWS, DISPLAY OF NEW MERCHANDISE FROM KIDDIES NEEDS TO THE SPORTSMANS NEEDS, USE YOUR CONNECTION WITH YOUR LOCAL MERCHANTS IN THE AREA TO PROMOTE SPECIAL EVENTS IN YOUR ENTERTAINMENT CENTRE, PROVIDE LIGHT AND COLOUR INTEREST AND EXCITEMENT IN ALL THE JOINT OPERATION OF GOOD SHOWMANSHIP.

IMPROVE THE USE OF NEWSPAPER ADVERTISING....USE RADIO SPOTS FREQUENTLY AND WHEN NECESSARY T.V. SPOTS. IMPROVE BILLBOARD DISPLAY AND REMEMBER THE SIGNS ON THE SIDES OF TRUCKS MOVING OR PARKED

AROUND THE CITY OR TOWN. TRY TO PROMOTE THE COSTUME PICTURES WITH SMALL PARADES AND SPECIAL DISPLAYS IN THE AREA AS OUR FRIEND IN BOWMANVILLE DID WHEN PLAYING "BEN-HUR" RECENTLY. THE FIRST RULE IN GOOD SELLING IS TO ATTRACT AND AROUSE THE INTEREST OF THE PEOPLE.

HOW TO SELL MORE TICKETS - I WOULD TRY TO FILL THOSE EMPTY SEATS AS FOLLOWS.....

ORGANIZE A SELLING TEAM OF HIGH SCHOOL STUDENTS ON A BUSINESS LIKE BASIS AS PERMANENT SALESMEN.....GIVE THEM SPECIAL TRAINING AND CONSTANT SUPERVISION...GIVE EACH SALESMAN A SPECIFIC AREA IN WHICH HE WILL WORK CONSTANTLY AND BUILD A STEADY CLIENTELE...PAY THESE MEN A PERCENTAGE IN TICKETS WHICH THEY WOULD ALSO SELL TO GET THE CASH IN PAYMENT FOR THEIR WORK. HOW DO YOU THINK THE NEWSPAPERS COULD KEEP INCREASING THEIR CIRCULATION WITHOUT AN ARMY OF YOUNG SALESMEN ASKING CONSTANTLY FOR THE ORDER.

HAVE A SPECIALLY GOOD SALESMAN TO CONTACT CLUB GROUPS FOR THEATRE NIGHTS AT SPECIAL RATES. WHAT ABOUT STAFF NIGHTS IN LOCAL FACTORIES AND ORGANIZATIONS WHERE YOU CAN GET A GROUP TOGETHER. GIVE YOUR MERCHANTS WHO WORK WITH YOU FREE TICKETS OR WEEKLY DRAWS IN THEIR STORE ALSO FILLING STATION OPERATORS WILL BUY TICKETS AT SPECIAL RATES FOR WEEKLY GIVE AWAYS, ETC. REMEMBER MANY OF THESE SEATS ARE EMPTY TODAY. WILL THESE METHODS FILL THEM EVEN AT A LOWER TICKET PRICE YOU WILL HAVE INCREASED REVENUE.

DEVELOP THE THEATRE BOOK OF TICKETS. ....YOU DO THIS NOW BUT DO YOU DO IT ALL THE TIME? THESE BOOKS CAN BE SOLD BY YOUR SALESMEN FOR MOTHER'S DAY, FATHER'S DAY, BIRTHDAY, CHRISTMAS GIFTS, EASTER GIFTS, ETC. PROMOTE SPECIALLY PRICED BOOKS OF TICKETS FOR SENIOR CITIZENS.



WHY NOT START A BIRTHDAY CLUB? OBTAIN RECORDS OF MOTHER'S BIRTHDAYS IN THE FAMILIES OF YOUR REGULAR CUSTOMERS, SEND OUT INEXPENSIVE CARDS WITH TWO THEATRE TICKETS COMPLIMENTS OF THE MANAGEMENT. TIE IN WITH SOME RESTAURANT TO SUPPLY A MEAL AT LOW PRICES. THE TWO TOGETHER WILL PROVIDE A BIRTHDAY NITE CELEBRATION OF DINNER AND SHOW. MOTHER AND DAD, NO DOUBT WILL BRING ALONG SEVERAL OTHER MEMBERS OF THE FAMILY CIRCLE AND BOOST YOUR BOX OFFICE AT REGULAR PRICES BUT YOU WILL CREATE TREMENDOUS GOOD WILL IN THIS PROCESS.

OBTAIN A PERMANENT CUSTOMER FILE OF YOUR REGULAR CUSTOMERS. DO THIS BY RUNNING A CONTEST PLAN, CARDS WITH NAMES, ETC., TO BE FILLED OUT, A PRIZE DRAWN FOR THE WINNER. GET THE GIFTS AT COST FROM YOUR FRIENDLY MERCHANTS.

CONSIDER THE CONSTANT USE OF A TELEPHONE CAMPAIGN. CALL A CERTAIN NUMBER OF PEOPLE EACH DAY FROM YOUR PERMANENT FILES, REMIND THEM OF YOUR DESIRE TO PROVIDE ENTERTAINMENT AND RELAXATION. INVITE THEM TO VISIT YOUR THEATRE CENTRE REGULARLY. SELL YOUR IMAGE AS A MOST WELCOME PLACE OF ENJOYMENT.

USE THE PERMANENT FILE FOR DIRECT MAILING PIECES. THESE COULD BE INEXPENSIVE HAND SHEETS PARTICULARLY WHEN YOU HAVE A GOOD PICTURE THAT IS NOT PULLING WELL FOR LACK OF WORD OF MOUTH ADVERTISING.

REVIVE THE PROMOTIONAL ITEMS, DOOR PRIZES, DRAWS FOR GIFTS BETWEEN PERFORMERS. WHAT ABOUT THE PREMIUM PLAN FOR SLOW NIGHTS? PEOPLE LOVE TO WIN A PRIZE OR RECEIVE A GIFT. AT THE SAME TIME YOU WILL GET LOTS OF PUBLICITY WITH ANNOUNCEMENTS OF PRIZE WINNERS IN THE LOCAL PAPERS.

STUDY THE USE OF CREDIT CARDS IN THE ENTERTAINMENT FIELD. FAMILY CREDIT CARDS, SUBSCRIPTION TICKETS FOR THE ENTIRE FAMILY USE AT SO MUCH PER MONTH. PEOPLE ARE MORE LIKELY TO GO TO A SHOW MORE OFTEN

- 11

ON THIS BASIS. EASY CREDIT HAS BEEN THE KEY TO EXTRA SALES IN MANY INDUSTRIES.

AS A THEATRE MANAGER I WOULD TAKE AN ACTIVE PART IN COMMUNITY AFFAIRS, CREATE A PROFILE OF GOOD PUBLIC RELATIONS IN THE AREA AND JOIN AND WORK IN SERVICE CLUBS, GO AFTER SPECIAL GROUP ENTERTAINMENT, PROMOTE SHOWS FOR CHARITY WHEN AND WHERE POSSIBLE. SPEND SOME TIME IN FOYER EACH NIGHT AT BUSY TIMES, SHOW A PERSONAL INTEREST IN YOUR CUSTOMERS AS PEOPLE, MAKE ALL THE FRIENDS YOU CAN. THIS IS PARTICULARLY TRUE IN SMALLER TOWNS.

MANY OF THESE IDEAS ARE OLD ONES BUT STILL GOOD FOR EXTRA SALES. SHOWMANSHIP DEMANDS THAT YOU PROMOTE ALL THE TIME NOT JUST A FEW WEEKS IN THE YEAR.

GO ALL THE WAY....GO ALL THE TIME.

NOW WHAT ABOUT THE COST OF ALL THIS PROMOTIONAL EFFORT? EXTRA INCOME FROM MORE SEAT SALES WILL PROVIDE EXTRA DOLLARS TO COVER THE COST OF PROMOTION WHICH ARE ALWAYS IN RELATION TO TOTAL DOLLAR SALES. WITH GOOD SHOWMANSHIP YOU WILL PULL THE CROWDS THEN YOU CAN GET THE EXTRA 10 OR 15 CENTS MORE PER SEAT ACCORDING TO CONDITIONS. A POOR ATTENDANCE WILL TEND TO KILL EVEN A GOOD PICTURE. WORD OF MOUTH ADVERTISING IS THE MOST IMPORTANT THING TO DEVELOP. YOU MUST SPEND MONEY TO MAKE MONEY IN THIS FAST CHANGING WORLD.

WE TALK OF THE ABILITY OF INDUSTRY TO MEET THE CHANGING TIMES -- TAKE A LOOK FOR A MOMENT AT THE BANKING INSTITUTIONS OF CANADA, NEW BRANCHES, LIGHT, COLOUR, PLEASANT SURROUNDINGS IN TUNE WITH TIMES, SERVICE WITH A SMILE, ETC. A YEAR END STATEMENT OF A LEADING BANK CARRIED THIS MESSAGE ON ITS FRONT PAGE. "CANADA, A PERIOD OF GROWTH" IF I WERE ASKED TO SAY WHAT HAS CONTRIBUTED MOST TO OUR SUCCESS SINCE 1945 I WOULD NOT QUOTE ONLY FROM CANADA'S GROWTH STATISTICS,



IMPRESSIVE AS THEY MAY BE, RATHER I WOULD CITE THE THREE E'S OF ENERGY, ENTERPRISE AND ENTHUSIASM...TO THESE I WOULD ADD A FOURTH FACTOR, CRITICAL SELF EXAMINATION, LYING IN WAIT FOR EVERY SUCCESSFUL INSTITUTION FROM THE ROMAN EMPIRE TO THE PRESENT DAY BUSINESS CONCERN IS HIDEBOUNDNESS AND COMPLACENCY...INDEED, SUCCESS ITSELF CAN GENERATE THESE FAULTS INSTALLING UNDUE CAUTION AND PLACING A PREMIUM OF THINGS AS THEY HAVE ALWAYS BEEN BUT HEALTHY SELF CRITICISM PREVENTS US FROM BECOMING SELF SATISFIED AND SPURS US ON TO EVEN GREATER EFFORTS IN THE FUTURE."

I HAD HOPED TO HAVE TIME TO TALK ABOUT TRAINING AND MOTIVATION OF SALES MEN IN A COMPETITIVE MARKET AND TO DISCUSS SOME ASPECTS OF GOOD SALES-MANAGEMENT.

BUT THIS IS A SUBJECT IN ITSELF AND MUST WAIT FOR ANOTHER TIME.

SUFFICIENT TO SAY THAT THIS IS THE AGE OF THE SALESMAN. THE WORLD HAS BEEN CRYING OUT FOR MORE ENGINEERS AND TECHNICIANS. THIS NEED IS NOW BEING FILLED. WHAT WE DO NEED NOW ARE WELL TRAINED SALESMEN AND MERCHANDISERS TO MARKET THE PRODUCTS, SERVICES, AND ENTERTAINMENT BEING PRODUCED IN SUCH QUANTITY TODAY.

THE SALESMAN IS STILL ONE OF THE MOST POTENT FACTORS IN BUSINESS, HIS ENTHUSIASM, HIS DURABILITY, HIS TALENT FOR UNDERSTANDING AND RESOLVING THE PROBLEMS OF THE PRODUCERS. THE CONSUMERS HAVE MADE THE TRAINED PROFESSIONAL SALESMAN INVALUABLE IN THIS PERIOD OF CHANGE .

NOW, WHAT ABOUT THE STAFF IN THE THEATRES. THEY ARE ALL SALES PEOPLE SELLING SERVICE, COURTESY, FRIENDLINESS AND PRICELESS GOODWILL..

WITHOUT THESE ASSETS WE CANNOT SUCCEED.

REMEMBER, YOU ARE SELLING PLEASURE AND ENTERTAINMENT. EVERYONE OF YOUR STAFF SHOULD BE TAUGHT TO REALIZE THAT THEY REPRESENT YOU. IF YOU WANT A GOOD PUBLIC RELATIONS PROFILE IN YOUR COMMUNITY TEACH YOUR STAFF TO



SMILE AND SELL GOODWILL AND KEEP THE CUSTOMERS COMING BACK EVERY WEEK. THROUGHTUT YOUR PROMOTIONAL EFFORTS KEEP SMILING, BE ALERT, BE AGRES-SIVE AND ABOVE ALL BE ENTHUSIASTIC. THERE IS NO ASSET AS POWERFUL AS COMPLETE ENTHUSIASM. LEARN TO SMILE AT YOUR PROBLEMS AND SOMETIMES TO LAUGH A BIT AT YOUR EFFORTS TO RESOLVE THESE PROBLEMS.

A GOOD SHOWMAN HAS KNOWLEDGE OF PEOPLE AND A LOVE FOR PEOPLE. PEOPLE ARE VARIABLE, THEY RESPOND TO EMOTIONAL APPEALS, THEY WANT LIGHTS, COLOUR, MUSIC AND THEY WILL ENJOY YOUR PROMOTION AND EFFORTS TO PLEASE THEM.

ATTRACTING AND HOLDING THE ATTENTION OF PEOPLE AND WINNING THEIR APPROVAL IS THE MARK OF A REAL SHOWMAN.

MODERN MERCHANDISING IN ALL INDUSTRY HAS THE SCOPE, THE WARMTH, THE EXCITEMENT OF THE HUMAN RACE, THE PRODUCTS AND SERVICES AND ENTERTAINMENT IT CONSUMES IN EVERY DAY LIVING SO REMEMBER WE MUST CHANGE AS THE TIMES ARE CHANGING.....SO LET'S PUT SOME SHOWMANSHIP INTO OUR SALES-MANSHIP.....PLEASE THE CUSTOMERS AND MAKE THE BOX OFFICE TICK.